

Brand Trend
RS 60 Month Shipments - Months
Database as of JUN 1994.

	TOT BASIC			TOT CAMBRIDGE		
	3MM	3MM	3MM	3MM	3MM	3MM
	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL
	SHIP Shr	SHIP Shr	%Cont	SHIP Shr	SHIP Shr	%Cont
Dev Indx	SHIP Shr		Dev Indx	SHIP Shr		
TEXAS	93	4.18	6.41	123	2.19	8.50
ILLINOIS	60	2.72	3.28	125	2.24	6.82
FLORIDA	58	2.62	3.36	85	1.52	4.93
COLORADO	50	2.24	1.05	228	4.08	4.84
NORTH CAROLINA	215	9.73	7.85	127	2.26	4.62
KENTUCKY	143	6.43	3.73	170	3.03	4.44
OHIO	157	7.06	6.54	103	1.83	4.28
INDIANA	136	6.14	3.91	124	2.21	3.56
PENNSYLVANIA	52	2.34	2.45	74	1.32	3.50
MINNESOTA	56	2.54	0.92	197	3.52	3.21
MISSOURI	83	3.77	1.72	153	2.73	3.16
OKLAHOMA	96	4.32	1.22	247	4.41	3.14
WISCONSIN	65	2.91	1.32	147	2.62	3.00
GEORGIA	161	7.25	6.23	73	1.30	2.83
VIRGINIA	71	3.22	2.05	97	1.73	2.77
IOWA	52	2.34	0.59	231	4.12	2.63
KANSAS	92	4.16	1.13	215	3.84	2.63
NEW YORK	53	2.40	3.61	36	0.65	2.47
TENNESSEE	120	5.42	2.82	103	1.84	2.42
ARIZONA	62	2.81	1.02	144	2.58	2.37
LOUISIANA	51	2.31	1.03	101	1.80	2.04
CALIFORNIA	68	3.06	5.26	26	0.46	2.02
ARKANSAS	172	7.75	1.53	225	4.01	2.00
MISSISSIPPI	67	3.04	1.20	94	1.68	1.68
MICHIGAN	306	13.81	9.38	52	0.92	1.58
ALABAMA	222	10.03	4.15	79	1.42	1.48
NEBRASKA	49	2.21	0.22	309	5.52	1.41
WASHINGTON	139	6.29	3.09	58	1.03	1.28
SOUTH CAROLINA	161	7.29	2.10	95	1.69	1.23
UTAH	80	3.61	0.32	256	4.57	1.02
WEST VIRGINIA	227	10.25	1.82	116	2.08	0.93
OREGON	119	5.39	1.27	87	1.55	0.93
NEVADA	125	5.66	0.81	129	2.30	0.83
MASSACHUSETT'S	77	3.46	1.86	32	0.57	0.77
NEW JERSEY	24	1.10	0.54	34	0.61	0.75
MARYLAND	41	1.85	0.49	48	0.86	0.57
MONTANA	189	8.52	0.53	159	2.85	0.45
IDAHO	162	7.31	0.48	140	2.51	0.42
NORTH DAKOTA	135	6.10	0.32	157	2.79	0.37
SOUTH DAKOTA	80	3.63	0.16	152	2.71	0.30
NEW MEXICO	56	2.54	0.12	127	2.27	0.28
MAINE	71	3.22	0.39	50	0.89	0.28
CONNECTICUT	47	2.14	0.42	26	0.47	0.23

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	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL	MSA VOL
	SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr	SHIP Shr
Dev Indx	SHIP Shr	%Cont	Dev Indx	SHIP Shr	%Cont	
NEW HAMPSHIRE	119	5.38	0.41	63	1.12	0.22
WYOMING	43	1.96	0.03	286	5.10	0.21
DELAWARE	54	2.45	0.10	84	1.49	0.16
VERMONT	89	4.00	0.26	39	0.69	0.11
RHODE ISLAND	85	3.83	0.16	57	1.03	0.11
DIST OF COLUMBIA	23	1.06	0.08	21	0.38	0.07
HAWAII	28	1.26	0.10	18	0.32	0.07
ALASKA	78	3.53	0.15	26	0.47	0.05
MISC STATE	41	1.83	0.02	76	1.36	0.04